

Graham Lasser

Creative Designer & Manager

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Hello! I am a creative designer with 5+ years in retail management and customer experience. I have an extensive creative background in digital media production, film production, photography, and creative writing. When I am not working, I enjoy rock climbing, camping, and trying new restaurants.

Skills

UX/UI | Product Strategy | Quantitative & Qualitative Research | Usability Testing | User Interviews | Wireframing | Prototyping | Sketching | Storyboarding | User Flows | Persona Development | Low & High-Fidelity Design | Typography | Figma | Figjam | Customer Support | Customer Success | Customer Experience | Adobe InDesign | Adobe Illustrator | Google Suite | Notion | Miro | Trello | InVision | Data Entry | HTML5 & CSS3

Experience

Assistant Store Manager – Vuori | December 2022 – May 2023

- Onboarded and trained new employees ensuring they were meeting sales goals via strategy discussion.
- Managed inventory, timesheets, and employee commission using Google Sheets and Excel.
- Managed sales associates and back of house inventory managers to ensure smooth business operation.

Lead Product Strategist – Tech Fleet DAO | September – December 2022

- Managed roadmaps, timelines, and Kanban boards in Notion to ensure project deadlines were met.
- Facilitated team planning, retros, and standups to ensure team meetings were successful.
- Helped the team manage projects to better meet the client and stakeholder's requests.

UX/UI Designer – General Assembly | August – December 2021

- Completed a 12-week 500+ hour intensive design course of full-cycle UX/UI methods with emphasis on UI design, rapid iteration, and research methodology.
- Implemented both mobile and web design solutions for clients as well as developing a personal portfolio.

Projects

Fitt Finder - Mobile Web App Project

Led with a team of 5, designed a mobile app using user interviews and usability testing to maximize customer retention. Using Figma for UI development, conducted competitive analysis, and user research with 10+ user interviews and usability tests.

Delivered hi-fidelity wireframes and prototypes with some assets used by the client developer's team.

WhatsApp Feature Design - Mobile App Redesign Project

Worked with a team of 3 to successfully build a feature prototype for better usability, based on user interviews. Created a streamlined new feature to help users group contacts how they wanted.

Applied methods: wireframes, rapid prototyping, affinity mapping, user flows, heuristic evaluation.

Education

General Assembly - User Experience Design Immersive December 2021

University of California, Santa Cruz - B.A. in Film and Digital Media (Honors List)

College of Marin - Two Associates Degrees in Art & Behavioral Science